

Work Stress and Coping Behavior among Women Entrepreneurs in India

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Abstract: In India economic development and globalization has brought drastic changes in women lives in various ways such as in medicine, technologies, access to birth control devices, modern household appliances, Modern Culture and Traditions which are saving their time and making smarter women. However Studies revealed that women have to cope with stereotype attitudes by competing women on a daily basis. With a growing era and as an entrepreneur a woman has to face various challenges, obstacles, issues of employees and stress managing work life balance and also organization which can affect the psyche of the women entrepreneurs very much and affect her ability to perform in routine ways. Lack of social support, high responsibility pressure, role struggle and poor work-family balance are major challenges for women entrepreneurs in India. However by facing various obstacles women are successfully enlighten their path as an entrepreneur. This paper is a secondary source which examines and studies various women entrepreneurs in India and various ways to overcome with stress and manage a health work-family balance. The present study is designed to unfold the dominant sources of stress among women entrepreneurs and empirically examine the most frequently used coping strategies used by them. The results of this study are used as a guideline for framing suitable coping interventions to combat stress levels among woman entrepreneurs.

Keywords: Stress, Entrepreneur, Coping Behavior, Role Struggle, Work-Family Balance.

Date of Submission: 25-10-2017

Date of acceptance: 16-11-2017

I. INTRODUCTION

Entrepreneurship is defined as the capacity of an individual to innovate which involves confidence and competence to meet the adverse conditions However Women Entrepreneurship Development is influenced by number of complicated factors including social, economical and physiological prevailing in the society. They need to be encouraged, supplemented and prompted for the betterment of the economy. However women accounts roughly half of the world population and have less than 1/100th of the world's property registered in their names .Entrepreneurship in women can be prompted and explored through training programme .Thus considering all the facts the present study was elaborated to assess the impact of motivational factors and understand the role stress of women entrepreneurs.

Stress is one kind of non specific and global response by an organism to real or imagined demands made it is a mental or emotional disruptive and it is an unpleasant state of affair or a annoying condition of mind which includes anything that's creates tension, angriness and frustration. The workplace is widely regarded as the major source of stress and has been a significant source of research. Work stress is concern to both occupational and health stress. According to Naik (2011) stress is defined as the harmful physical and emotional responses when the requirements of the business or job do not match the capabilities, resources or needs of entrepreneurs.

II. MAJOR STRESS AFFECTING WOMEN ENTREPRENEURS

- The biggest stress factor for women is that they are “WOMEN” which involves gender inequality, traditions and cultures which creates stress in their self.
- Women entrepreneur lack access to funds and they don't have financial security and economically independent.
- The third stress situation is being a woman they have to balance both business and home which is a stressful condition in daily basis.
- Awareness of technology at which they have to depend entirely on staff or some managers for their business.

- Women entrepreneurs still face lack of confidence and mobility which discourages them for maintaining social relations.
- Due to low work life balance, personal situation, low ability to work creates stress in them.

III. TYPES OF STRESS IN WOMEN'S LIFE:

There are different situations which give birth to number of stresses in women and they have to undergo multiple numbers of stresses in different situations. The basic four types of stresses are as under:

3.1 Financial Stress

Finance is the main aura which either big or small is necessity for women entrepreneurs. For starting any business they want small count of finance or some asset of their own which they are lacking and dependence of funds from external resources, from family members, relatives or friends or denied loans by banks creates financial stress in them.

3.2 Role Balance Stress

Despite of handling business a woman has to tackle with family and work and as a result feeling of loneliness creates role balance stress. Also some of the studies revealed that women also face problems from husband and in laws .Sharing their problems equally and grievances will helps them to relieve stress.

3.3 Work Overload Stress

A woman is stretched by the work she handles in daily routine it's worth the extra effort to find the right employees, and vendors who believe in your company's mission and passionately desire to contribute to it – not just those who want to punch the clock or get their share of profits. It is due to the fact that deadlines and over achievements in lesser time lead to work overload stress.

3.4 Resource Inadequacy Stress

It is a condition of stress which arises out of a feeling that the resources like material, physical, financial and manpower are insufficient to meet the requirement of one's role. Women take on multiple roles to handle family obligations, caretaking of children, caring for husband as well as business but as the demands increases to fulfill these roles women feel overwhelmed with pressure and unmet obligations which creates resource inadequacy stress. Ultimately they feel a sense of failure if not being fulfilled to meet expectations for others and self. Often women spend more time meeting the needs of others rather than nurturing their own needs. If functioning at high stress levels, women may not even recognize what their needs are.

IV. REVIEW OF LITERATURE

Natrajan (2006) discussed in his article that India is ahead of all the countries in various sector of information technology which involves total mental activity. Mental stress can also results in mental strain and it can also lead to mental illness conditions which has been explained in number of ways. Mind is a portion of the body which gets strain by over workload. He also concludes in the article that medical treatment will go a long way in preventing mental illness.

Wood and Wood (2004) stated stress as the physiological and psychological responses to a condition that threatens or challenges a person and also requires some form of adjustment. An individual experience stress when they have no longer complete control over what happens in their lives. A coping behavior is expanding conscious effort to solve interpersonal and personal problems, tolerate stress or conflict (Zeidner & Endler 1996). Naik (2011) has defined entrepreneurial role stress as the harmful physical and emotional responses that occur when the requirements of the business or job do not match the capabilities, resources or needs of the entrepreneurs.

Coping is a process which includes the individuals attempt to deal with the stressors and it is a response brought about by the stressful situation and implemented in order to neutralize it. There are two types of coping proposed by Bonfring Lazarus and Folkman (1984) such as problem focused coping (taking constructive and direct approaches to solving problems, such as defining the problem) and emotion focused coping (taking steps to mitigate the emotional response to problems, such as avoidance, seeking emotional support).

V. RESEARCH DESIGN

5.1 Aim

The aim of present paper is to study various stress issues among women entrepreneurs and ways to overcome stress behavior.

5.2 Objectives

1. To study the relationship between stress and the performance of women entrepreneurs.
2. To analyze the level of stress among women entrepreneurs

VI. STRESS MANAGEMENT

There are different techniques which are offered to improve stress behavior for women in functions of business to lead a healthy lifestyle:

6.1. Division of Responsibilities

Women entrepreneurs have to look after many things in their life apart from family and business. So it is better to change their life style by delegating the responsibilities and part of the work to trusted persons which will ultimately reduce their burden and helps in lowering of stress.

6.2. Awareness and Development Program me

Women entrepreneurs should be aware of the Seminars, Workshops and entrepreneurship development institutes which are conducting training sessions, conference particularly for entrepreneurs to develop their self improvement and confidence in work. This will improve their knowledge particularly in their field which will help them to eradicate their problems smoothly, as well help in reducing the stress level.

6.3. Relaxation Techniques

Stress can be effectively managed by using relaxation techniques like yoga, meditation, involving in family activities and outing with children and family members making social contacts which will pleasant their atmosphere and give them relaxation from stressful routine. Spending time with nature can also help people to overcome their fatigue as well the impact of stress on physical and psychological behavior will reduce.

6.4. Government's Support

Nowadays government has come up with multiple schemes which will benefit working women, entrepreneurs and startup to run their business efficiently. Being women she has to act in a different manner and multitasking has been in their blood since ages. The policies and decisions announced by the government regarding the financial assistance pertaining to women entrepreneurs have to be communicated in time so that they can get benefit to improve their business which will in turn reduce not only their financial constraint but also stress.

6.5. Personal Wellness Plan

A personal wellness plan with goals can be helpful and overwhelming these are some of the practical steps: A woman has continues stress in their lives but through proper and efficient wellness plan it can help women to manage stress and empower themselves to make healthy life changes.

- Identify goals and be aware until completion of goals.
- Set measurable targets and plan accordingly to complete within specific period.
- Always set smaller goals that are achievable.
- Be specific with the plan.
- Set time-limits. Consider reasonable, specific time limits.
- Evaluate progress. Make changes as needed

VII. CONCLUSION

Since women entrepreneurs play an effective role in contribution to the economic development of the country it is also our work of society to help the women entrepreneurs to overcome every obstacle like type of education, management skills, access to finance etc. Even though each and every woman in India is given equal opportunity in all the way by the government but it still remains un-utilized by all the women especially the rural women. Women were subjected to greater stress as the demands, expectations from home and career at times caused greater conflicts which strives for multi role duties and it results in stress, ambivalence and overload which may leads to low work life balance. So it is hoped that this article not only discuss about the stress, challenges and issues but also the routes to overcome certain challenges and issues to get rid of stress.

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IOSR Journal Of Humanities And Social Science (IOSR-JHSS) is UGC approved Journal with Sl. No. 5070, Journal no. 49323.

Prachita Patil Work Stress And Coping Behaviour Among Women Entrepreneurs In India." *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, vol. 22, no. 11, 2017, pp. 49-52.